

## Central Valley Local Contractors Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided
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Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	18	100%	18	100%	18	100%
CHANNELS						
Colleges and Universities	5	28%	7	39%	6	33%
Community Based Organizations	12	67%	11	61%	12	64%
Community Clinic	7	39%	8	44%	8	42%
Community Youth Organizations	8	44%	6	33%	7	39%
Faith/Church Sites	8	44%	5	28%	7	36%
Farmers' Markets	1	6%	2	11%	2	8%
Food Closets	7	39%	6	33%	7	36%
Grocery Stores	5	28%	5	28%	5	28%
Healthcare Facilities	8	44%	8	44%	8	44%
Healthy/Head Start	10	56%	8	44%	9	50%
Internet	8	44%	7	39%	8	42%
Parks, Recreation Centers	8	44%	7	39%	8	42%
Preschools	9	50%	11	61%	10	56%
Print Media	11	61%	13	72%	12	67%
Public Health Department	9	50%	8	44%	9	47%
Radio	6	33%	8	44%	7	39%
Restaurants	2	11%	1	6%	2	8%
Schools	16	89%	14	78%	15	83%
Senior Centers	5	28%	3	17%	4	22%
Soup Kitchens	2	11%	2	11%	2	11%
Television	5	28%	4	22%	5	25%
Tribal Organizations	2	11%	1	6%	2	8%
WIC Sites	7	39%	8	44%	8	42%
Worksites	9	50%	8	44%	9	47%
Other	13	72%	15	83%	14	78%
LOCAL TOTALS						

**Central Valley Local Contractors**  
**Reach of Media Advertising Efforts for Federal Fiscal Year 05**

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>18</b>		<b>18</b>			
<b>TV</b>						
paid TV ads	30	0	1	0	31	0
free TV ads	1	0	8	5,000	9	5,000
<b>Radio</b>						
paid radio ads	0	0	2	8,300,400	2	8,300,400
free radio ads	41	53,200	16	175,000	57	228,200
<b>Print</b>						
paid ads placed	12	153,501	3	517,837	15	671,338
<b>Outdoor</b>						
paid ads placed on billboards, bus stops, or other outdoor advertising	1	0	1	14,000	2	14,000
free print ads on kiosks or posters	0	0	2	6,630	2	6,630
<b>LOCAL TOTALS</b>	<b>85</b>	<b>206,701</b>	<b>33</b>	<b>9,018,867</b>	<b>118</b>	<b>9,225,568</b>

Consumer Impressions may be duplicated counts

**Central Valley Local Contractors**  
**Reach of Public Relation Efforts for Federal Fiscal Year 05**

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>18</b>		<b>18</b>			
<b>TV</b>						
# Agencies that submitted media alerts or tip sheets to TV	2	n/c	5	n/c	7	n/c
# Media alerts or tip sheets submitted	17	n/c	12	n/c	29	n/c
# Agencies that submitted press releases	5	n/c	4	n/c	9	n/c
# press releases submitted	45	n/c	19	n/c	64	n/c
TV stories aired from releases	9	n/c	13	n/c	22	n/c
Total TV interviews conducted	5	n/c	2	n/c	7	n/c
TV stories from interviews	5	n/c	2	n/c	7	n/c
<b>Total number of TV inputs</b>	<b>88</b>	<b>n/c</b>	<b>57</b>	<b>n/c</b>	<b>145</b>	<b>n/c</b>
<b>Radio</b>						
# Agencies that submitted media alerts or tip sheets to radio	0	n/c	3	n/c	3	n/c
# Media alerts or tip sheets submitted	26	n/c	22	n/c	48	n/c
# Agencies that submitted press releases	6	n/c	4	n/c	10	n/c
# Press releases submitted to radio	104	n/c	21	n/c	125	n/c
Radio Stories from releases	27	n/c	30	n/c	57	n/c
Total # radio interviews conducted	17	n/c	7	n/c	24	n/c
Total # radio interviews aired	14	n/c	7	n/c	21	n/c
<b>Total number of radio inputs</b>	<b>194</b>	<b>n/c</b>	<b>94</b>	<b>n/c</b>	<b>288</b>	<b>n/c</b>
<b>Print</b>						
# Agencies that submitted media alerts or tip sheets to newspaper	4	n/c	3	n/c	7	n/c
# Media alerts or tip sheets submitted	21	n/c	19	n/c	40	n/c
# Agencies that submitted press releases	7	n/c	5	n/c	12	n/c
# Press releases submitted to print	52	n/c	90,036	n/c	90,088	n/c
Total print stories printed	27	n/c	54	n/c	81	n/c
Interviews with print outlets	12	n/c	7	n/c	19	n/c
Print Stories from interviews	12	n/c	7	n/c	19	n/c
<b>Total number of print inputs</b>	<b>135</b>	<b>n/c</b>	<b>90,131</b>	<b>n/c</b>	<b>90,266</b>	<b>n/c</b>
<b>LOCAL TOTALS</b>	<b>417</b>	<b>n/c</b>	<b>90,282</b>	<b>n/c</b>	<b>90,699</b>	<b>n/c</b>

n/c = not collected

Consumer Impressions may be duplicated counts

**Central Valley Local Contractors**  
**Reach of Media Advocacy Efforts for Federal Fiscal Year 05**

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>18</b>		<b>18</b>			
# Feature Articles Submitted	61	n/c	58	n/c	119	n/c
Total Feature Stories Run	58	n/c	56	n/c	114	n/c
# Letters to Editor Submitted	6	n/c	1	n/c	7	n/c
Total Letters to the Editor Run	6	n/c	0	n/c	6	n/c
Total Editorial Board Meetings Attended	1	n/c	0	n/c	1	n/c
<b>LOCAL TOTALS</b>	<b>132</b>	<b>n/c</b>	<b>115</b>	<b>n/c</b>	<b>247</b>	<b>n/c</b>

n/c = not collected

Consumer Impressions may be duplicated counts

**Central Valley Local Contractors**  
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period	October 1, 2004 - March 31, 2005	April 1, 2005 - September 30, 2005	Year Totals
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Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>18</b>		<b>18</b>			
Grocery Stores						
# taste tests at grocery stores	0	0	0	0	0	0
# grocery store tours	1	35	8	157	9	192
# other grocery promotions	10	23,140	28	1,479	38	24,619
<b>Total Grocery Store Events</b>	<b>11</b>	<b>23,175</b>	<b>36</b>	<b>1,636</b>	<b>47</b>	<b>24,811</b>
Farmer's Markets						
# farmer's market taste tests	0	0	154	16,302	154	16,302
# farmer's market tours	0	0	0	0	0	0
# other farmers market events	138	24,454	195	32,629	333	57,083
<b>Total Farmers Market Events</b>	<b>138</b>	<b>24,454</b>	<b>349</b>	<b>48,931</b>	<b>487</b>	<b>73,385</b>
Reach of Sales Promotions Activities continued on the next page						
Consumer Impressions may be duplicated counts						

Central Valley Local Contractors  
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period	October 1, 2004 - March 31, 2005	April 1, 2005 - September 30, 2005	Year Totals
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Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>18</b>		<b>18</b>			
<b>Classes and Trainings</b>						
# nut ed classes conducted	3,918	101,008	3,677	93,527	7,595	194,535
# provider training classes	158	2,690	117	2,999	275	5,689
# pa-nut class	957	34,721	1,146	19,457	2,103	54,178
# "other" classes	706	41,308	22,787	27,426	23,493	68,734
<b>Total Classes and Trainings</b>	<b>5,739</b>	<b>179,727</b>	<b>27,727</b>	<b>143,409</b>	<b>33,466</b>	<b>323,136</b>

Reach of Network Personal Sales Activities for Locals on the following page

Consumer Impressions may be duplicated counts

Central Valley Local Contractors  
Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)

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Central Valley Local Contractors  
Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

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**Central Valley Local Contractors**  
**Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)**

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
<b>LOCAL CONTRACTS</b>	<b>18</b>	<b>100%</b>	<b>18</b>	<b>100%</b>	<b>18</b>	<b>100%</b>
<b>ENVIRONMENT</b>						
Advocated for increased fruits and vegetables at local stores	1	6%	5	28%	3	17%
Developed partnerships to work towards environmental change	4	22%	13	72%	9	47%
Developed, maintained school or community garden	3	17%	8	44%	6	31%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	1	6%	1	6%	1	6%
Improved food choices at functions	12	67%	10	56%	11	61%
Improved food choices in cafeteria	9	50%	5	28%	7	39%
Increased daily nutrition announcements	17	94%	12	67%	15	81%
Increased lighting, paths, times to promote biking and walking	1	6%	1	6%	1	6%
Initiated/Implemented salad bar program	2	11%	4	22%	3	17%
Limited access to high fat milk products	2	11%	4	22%	3	17%
Limited access to junk food	7	39%	6	33%	7	36%
Limited access to soda	8	44%	6	33%	7	39%
Made healthy snack carts available	7	39%	7	39%	7	39%
Replaced vending machine choices with healthier foods	3	17%	5	28%	4	22%
Worked to improve transportation from markets	0	0%	1	6%	1	3%
<b>LOCAL TOTALS</b>						
Policy, Systems & Environment changes continue on the next page.						

Central Valley Local Contractors  
Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	18	100%	18	100%	18	100%
POLICY						
Passed city ordinances that related to physical activity or nutrition	3	17%	3	17%	3	17%
Passed regulations that decreased or eliminated soda	6	33%	1	6%	4	19%
Policy changes related to Food Security	1	6%	1	6%	1	6%
Ratified rules about serving healthier foods at events	3	17%	3	17%	3	17%
Ratified rules to promote physical activity	6	33%	4	22%	5	28%
Worked towards creating laws that banned sponsorship from competitive foods	3	17%	3	17%	3	17%
Worked towards or responded to policies about food stamps, food security to food banks	1	6%	6	33%	4	19%
Worked with groups for policy agenda	2	11%	1	6%	2	8%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	10	56%	10	56%	10	56%
Other environmental changes	8	44%	6	33%	7	39%
LOCAL TOTALS						